



# THE ADVERTISING COUNCIL, INC.

25 WEST 45th STREET

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MAXWELL FOX  
Public Relations Director

NEW YORK • WASHINGTON • CHICAGO • HOLLYWOOD • SAN FRANCISCO

FOR RELEASE: Wednesday, February 3, 1954 and thereafter.

1/24/54

New York, N. Y., February 3 -- In the month since American newspapers first launched their campaign in behalf of the Crusade for Freedom, they have pledged space for over two million lines of advertising on the Crusade.

This was reported here today by The Advertising Council, the non-profit, business-supported public service organization which is conducting the Crusade's advertising program at the request of the American Heritage Foundation.

Purpose of the campaign is to help raise \$10,000,000 and win the moral support of 25,000,000 Americans for Radio Free Europe's counter-propaganda war on Communism behind the Iron Curtain.

The newspaper space already promised represents 6,650 advertisements, many of them full-page. However, the Council is aiming for a goal of 15,000 published newspaper ads by the campaign's closing date on March 1.

Heaviest support from newspapers is looked for between February 12 and 22 when communities all over the country will be conducting intensive local drives during Freedom Week.

Thus far, the most widely-used newspaper advertisement in the series offered by the Council is one which features an endorsement of the Crusade by President Eisenhower. Running a close second is an ad headed "Truth Can Stop H-Bombs." Third most popular features a dramatic portrayal of a Radio Free Europe microphone piercing the Iron Curtain with "Truth".

Volunteer coordinator of the Council's campaign is Allan Brown, vice president, Bakelite Company. The advertisements were created as a public service by Leo Burnett Co., Inc. (Chicago) advertising agency.

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1/24/54

MR. Allen Dulles - TDB

ROOM OR FLOOR NO. \_\_\_\_\_

PLEASE HANDLE  \_\_\_\_\_

PLEASE APPROVE  \_\_\_\_\_

PLEASE NOTE & RETURN  \_\_\_\_\_

FOR YOUR INFORMATION  \_\_\_\_\_

PLEASE SEE ME  \_\_\_\_\_

PLEASE ADVISE  \_\_\_\_\_

YOUR FILE  \_\_\_\_\_

10 *as -*

THOMAS D'A. BROPHY